

PART B, FEE(S), TRANSMITTAL

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7590

09/14/2006

Scott M. Day
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 Suite 3800
 777 East Wisconsin Avenue
 Milwaukee, WI 53202-5306

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/656,832	09/05/2003	Gary M. Richter	023720-0339	8427

TITLE OF INVENTION: MERCHANDISING SYSTEM

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	NO	\$1400	\$300	\$0	\$1700	12/14/2006
EXAMINER	ART UNIT	CLASS-SUBCLASS				
NOVOSAD, JENNIFER ELEANORE	3634	211-059300				

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).

☒ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.

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2. For printing on the patent front page, list

(1) the names of up to 3 registered patent attorneys or agents OR, alternatively,

(2) the name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed.

1. Antonia Holland

2. Godfrey & Kahn, S.C.

3.

3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 3.11. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE

DCI Marketing, Inc.

(B) RESIDENCE: (CITY AND STATE OR COUNTRY)

2727 West Good Hope Road
 Milwaukee, WI 53209

Please check the appropriate assignee category or categories (will not be printed on the patent): ☐ Individual ☒ Corporation or other private group entity ☐ Government

4a. The following fee(s) are submitted:

- ☒ Issue Fee
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5. Change in Entity Status (from status indicated above)

- ☐ a. Applicant claims SMALL ENTITY status. See 37 CFR 1.27. ☐ b. Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2).

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Authorized Signature /amh/

Date 12/13/2006

Typed or printed name Antonia M. Holland

Registration No. 53,840

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